

Message Text

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COM/SUPPORT SERVICES/TTHOMAS

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R 022135Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

UNCLAS STATE 066051

E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: FY 75 TRADE PROMOTION PROGRAM FOR ISRAEL -- TIMPRINT
AND TECHNOLOGY 75, MAY 20-27, 1975

REF: TEL AVIV 1319

1. DUE TO LIMITED FUNDS AND WITH POST CONCURRENCE PER ITEM 3 OF REFERENCED CABLE, USDOC WILL NOT PARTICIPATE IN TIMPRINT, BUT WILL PARTICIPATE TECHNOLOGY 75, TYPE I, TRADE FAIR, FORTY EXHIBITORS. RECOMMENDED CATEGORIES: A. METALWORKING AND METAL FINISHING; B. INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT. REQUEST EMBASSY COMMENT ON CHOICE OF CATEGORIES.

2. STATUS OF MARKET RESEARCH AS FOLLOWS: 1A. COMPLETE; 1B, DESK STUDY BEING COMPLETED BY POST; ADVISE EXPECTED DATE OF COMPLETION.

3. REQUEST EMBASSY OBTAIN WRITTEN SPACE OPTION WITHOUT FINANCIAL OBLIGATIONS FOR PAVILION WITH APPROXIMATELY 1200 SQUARE METERS
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GROSS. OPTION TO BE BASED ON TECHNOLOGY 75 OPENED TO BUSINESS

ONLY VISITORS, REPEAT, BUSINESS ONLY.

4. PRELIMINARY FLOOR PLAN SUGGESTS 40 BOOTHS AS FOLLOWS: 25 BOOTHS 3 X 4 METERS; 10 BOOTHS 3 X 5 METERS; 5 BOOTHS 3 X 6 METERS.

5. TARGETING 37-40 FIRMS, 1(A) 20-25 FIRMS, 1(B) 15-20 FIRMS.

6. FORWARD FOLLOWING INFORMATION:

A. BUILDING RENTAL

B. CONDITIONS OF PARTICIPATION

C. 1:100 OR 1:200 SCALE PLAN AND ELEVATION DRAWINGS OF PAVILION INDICATING LOCATION OF U.S. EXHIBIT AREA

7. DEPARTMENT PROPOSES THAT CONTRACT FOR EXHIBIT CONSTRUCTION BE LET ON BASIS OF COMPETITIVE BIDDING. REQUEST EMBASSY PROPOSE NAMES AND ADDRESSES OF SUITABLE CONTRACTORS. RUSH

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